Creative Brief
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Project Title: Noma Website

1. **Project Overview**
   The goal of my website is to present the restaurant history, menu, address, hours, press details of the two-Michelin-star restaurant, Noma.

2. **Resources**
   Pull images of menu items from google images
   https://www.google.com/search?q=noma+dishes&espv=2&biw=715&bih=726&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi8ocb386nQAhXn24MKHb15AO0Q_AUIBigB
   Rene Redzepi
   https://www.google.com/search?q=noma+dishes&espv=2&biw=715&bih=726&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi8ocb386nQAhXn24MKHb15AO0Q_AUIBigB#tbm=isch&q=noma+rene+redzepi&imgrc=I2dgb_YP7AxYCM%3A

3. **Audience**
   The website should be targeting those who are interested in booking a reservation with the restaurant, therefore prioritizing and providing pricing and menu detail.

4. **Message**
   Focus on the prestige and history of the two-Michelin-star restaurant and it's head chef, Rene Redzepi.

5. **Tone**
   Clean, crisp, minimalistic. Base the aesthetic of the page off of what the design of his dishes and restaurant interior looks like. (monochrome color palate)

6. **Visual Style**
   An HD photo of either a famous dish or a wide-angle shot of the outside/inside of the restaurant. A blank white or black background is also okay. Again, just keep it clean and crisp.